

Appn No. 10/815,612
Amdt. Dated March 22, 2006
Response to Advisory Action of February 9, 2006

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REMARKS/ARGUMENTS

The Advisory Action has been carefully considered. The Applicant thanks the Examiner for the Examiner's comments.

The Applicant has amended claims 1, 24 and 30 to clarify that "the product label is attached to the product item". This amendment is supported by the specification as originally filed, for example, by referring to Fig. 12.

The Applicant submits that patentable weight is now given to the feature that "the product label is attached to the product item". It is thus respectfully submitted that claims 1, 24 and 30 now define patentable subject matter in view of Dymetman when taken in view of Lieberman.

Applicant also respectfully submits that the Examiner's assertions concerning the definition of a label are now addressed as the product label, as claimed, is required to be attached to the product item.

Similarly, Applicant respectfully submits that all dependent claims and other independent claims define patentable subject matter.

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In view of the foregoing, it is respectfully requested that the Examiner reconsider and withdraw the rejections. The present application is believed to be in condition for allowance. Accordingly, the Applicant respectfully requests a Notice of Allowance of all the claims presently under examination.

Very respectfully,

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